

PROJECT NUMBER: 4024  
PROJECT TITLE: Japan Product Development  
PROJECT LEADER: C. B. Altizer  
PERIOD COVERED: February, 1988

I. LARK OPTIMIZATION

A. Objective: To optimize the subjective acceptance of the Lark family while retaining the American blended cigarette character.

B. Results: Prototypes of the Lark 80 mm box product, both Full Flavor and Milds, were evaluated and determined to be subjectively acceptable by the Japan Panel. The necessary information for start-up of this line extension was given to Operations Services.

Cigarettes are being prepared for PMI and Danchi tests of Lark and Lark Milds with an expanded tobacco substitution, as well as, certain grade substitutions necessary for brand maintenance.

C. Plans: Further development work will be based on Danchi and PMI test results.

II. PROJECT STARSHIP

A. Objective: Develop a product in conjunction with a Young American Image, that would compete successfully with latest generation of U.S. imports.

B. Results: Results of the Danchi Panel Tests of Starship models against both Kent Milds and Lucky Strike showed little differences between the cigarettes, but all the Starship models tested well. Generally, though there were no statistically significant differences in liking scores, the Kent type product was perceived as being strongest and least liked while the L&M type was liked best among the Starship models. Based on these results a recommendation was made and accepted to use the Starship model with L&M casings and flavors as the L&M Milds products due to the high liking scores and its attractiveness to Mild Seven smokers.

A production trial for L&M Milds was done in Cabarrus. The trial model was analytically and subjectively approved for production startup. Production began in late February.

C. Plans: Launch project Starship as L&M Milds, April 1 in Japan.